

| Cuenta             | Fecha   | Tipo | Nombre                        | Concepto | Referencia | Cargos            | Abonos          | Saldo Inicial     | Saldo |
|--------------------|---------|------|-------------------------------|----------|------------|-------------------|-----------------|-------------------|-------|
| <b>702-023-000</b> |         |      | <b>PUBLICIDAD</b>             |          |            |                   |                 |                   |       |
|                    |         |      |                               |          |            |                   | Saldo inicial : | 0.00              |       |
| 09/Ene/2017        | Egresos | 70   | RENTA DISH P/RESTAURANTE      |          |            | 648.00            |                 | 648.00            |       |
| 12/Ene/2017        | Egresos | 91   | PUBLICIDAD EN RADIO           |          |            | 10,085.00         |                 | 10,733.00         |       |
| 25/Ene/2017        | Egresos | 247  | PUBLICIDAD PERIODICO DIC. ... |          |            | 7,408.80          |                 | 18,141.80         |       |
| 25/Ene/2017        | Egresos | 249  | PUBLICIDAD EN PERIODICO       |          |            | 6,406.00          |                 | 24,547.80         |       |
| 27/Ene/2017        | Egresos | 326  | PUBLICIDAD EN RADIO           |          |            | 12,328.00         |                 | 36,875.80         |       |
| 31/Ene/2017        | Diario  | 12   | PUBLICIDAD EN PERIODICO       |          |            | 6,318.00          |                 | 43,193.80         |       |
| 31/Ene/2017        | Diario  | 21   | PART.,. TELEVISA 12%          |          |            | 509,958.36        |                 | 553,152.16        |       |
| 31/Ene/2017        | Diario  | 27   | SERV. CREATIVOS Y PROD. V..   |          |            | 20,000.00         |                 | 573,152.16        |       |
| 31/Ene/2017        | Diario  | 27   | IGUALA POR MENC. TV.          |          |            | 3,500.00          |                 | 576,652.16        |       |
| 31/Ene/2017        | Diario  | 27   | GRAB. PROD. AUDIO ANT.        |          |            | 1,000.00          |                 | 577,652.16        |       |
| 31/Ene/2017        | Diario  | 27   | PUBL. EN REDES SOCIALES       |          |            | 20,000.00         |                 | 597,652.16        |       |
| 31/Ene/2017        | Diario  | 45   | PUBLICIDAD EL INFORMADOR      |          |            | 15,000.00         |                 | 612,652.16        |       |
|                    |         |      |                               |          | Total:     | <b>612,652.16</b> | <b>0.00</b>     | <b>612,652.16</b> |       |
| <b>Total:</b>      |         |      |                               |          |            | <b>612,652.16</b> | <b>0.00</b>     | <b>612,652.16</b> |       |